

23 (ADDED) A method for optimizing operation of a mass transit system, the method comprising:

- monitoring passenger transportation passes interacting with the mass transit system;
- accumulating passenger profiles including identification information while the passengers are traveling on the mass transit system;
- building a database using the passenger profiles;
- extracting information from the database; and
- maximizing convenience for passengers using the extracted information.

24 (ADDED) The method of claim 22, comprising

- extracting saleable data from the database; and
- selling the saleable data.

25 (ADDED) The method of claim 22, comprising:

- providing an incentive for the passenger who approves accumulation of its passenger profile.

26 (ADDED) The method of claim 25, wherein the incentive comprises at least one of a discount on a good, a discount on a service and a discount on the mass transit system.

REMARKS

Applicants have added independent Claim 19 and 23 and dependent claims 20 - 22 and 24 - 26. These Claims represent no new matter since they are supported by the original specification in, amongst others, pages 5 and 6. Applicants believe that the added Claims are novel and non-obvious with respect to any known prior art or combination thereof.

ARGUMENTS

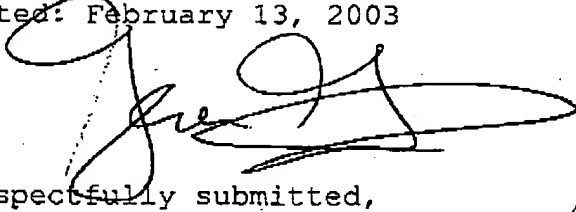
Applicants respectfully request that the rejections be withdrawn and the claims be allowed.

Applicants respectfully submits that they have answered all issues raised by the Examiner and that the application is accordingly in condition for allowance. Such allowance is therefore respectfully requested.

Please charge any fees other than the issue fee to deposit account 14-1270.

Please credit any overpayments to the same account.

Dated: February 13, 2003


Respectfully submitted,

By Jeroen Heuvelman,
Limited Recognition under 37 CFR §10.9(b)
(408) 617 4868

FAX RECEIVED

FEB 13 2003

TECHNOLOGY CENTER 2800